

QUARTERLY ISSUES AND NEEDS REPORT...WCLU AM/FM GLASGOW, KY
4TH QUARTER 2012

1. INTERSTATE 65 WIDENING PROJECT. October 15th the Kentucky Transportation Department began the third leg of the widening project from the Hart County Line to Park City. WCLU AM and FM aired 45 public service announcements on each station from October 12-25th with Kierstan Jagers, Regional Director of the KYTC outlining the timing for the project and the lane closure progress. We also aired a news story on the 5 local newscast October 15th to warn motorists of the impending changes.
2. BOBBY DRIVER MEMORIAL SCHOLARSHIP. The Glasgow Business and Professional Womens Club staged a country music show to raise money in funding scholarship that honors a well known teacher and coach. WCLU AM/FM aired a news story with Betty Driver, widow of the honoree, to promote the event. WCLU aired the newscast on 11/4/2012. Following that announcement we aired 30 public service announcements outlining the evening's event. Over \$8,000 was raised from the event.
3. GLASGOW ROTARY AUCTION. The Annual Glasgow Rotary Club auction which funds local charities, was held on November 14, 15 and 16th from 6 until 9 pm each night. WCLU AM and FM donated 9 hours of airtime to the event, as well as 30 mentions the week on November 13th to encourage persons to tune in and bid on the items for auction. The auction was a success and raised a little over \$14,000 benefiting local charities.
4. HANDING OUT COATS TO CHILDREN. On December 4th the Family Resource Coordinators of all 6 local elementary schools had a coat distribution and a local church fellowship hall. WCLU AM and FM aired 35 public service announcements November 30th through December 3rd to encourage the community to come to the distribution and get coats for those who were in need prior to the harsh winter ahead. A total of 87 coats were given out during the 2 hour activity.
5. CANDIDATE FORUM. On October 25th and 26th WCLU AM and FM aired a two part news story featuring the two candidates for Circuit Court Clerk, Jill Dickerson the challenger and Krissie Coe Fields, the incumbent. The questions were asked by station manager Henry Royse and covered issues related to the office. Each story aired in all 5 newscasts on their respective days leading up to the November 2nd General Election.

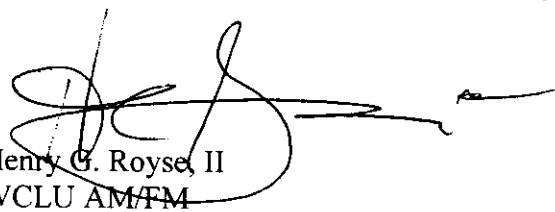
6.ELECTION COVERAGE. On November 2nd WCLU AM and FM contracted with 27 poll workers, 7 tabulators, and other staff to bring live coverage of the local election when the polls closed at 6 pm. The end result was that local voters heard their votes counted in real time, with commentary from a former state representative, and live interviews from our studio where the candidates gathered to see the votes counted. It continues to be one of the most popular programs we do each year.

7. ROUTE CHANGE FOR CHRISTMAS PARADE On November 30th WCLU AM and FM aired a local news story with Ernie Myers, Chamber of Commerce Executive announcing the changed route for the Christmas Parade. Continuing construction at Glasgow High School has necessitated a change in the route and a need has developed to head off any confusion as to the changes. The Christmas parade was held on December 2nd.

8. RED CROSS DONORAMA- On December 8th the American Red Cross hosted their annual Holiday Donorama at the National Guard Armory. WCLU AM and FM broadcast live from the event from 11 til 1 encouraging the public to donate blood and emphasizing the shortage that has developed this time of year. 90 units of blood were obtained as a result of people's generosity.

9. JOB OPPORTUNITIES. The holiday season has opened up some opportunities for local citizens to get extra work this year. On December 4th WCLU Local News aired a series of job availabilities on all 5 local newscasts, with Jamie Britt, Employment specialists at the Glasgow Area Career Center.

10. New Years Eve safety. WCLU AM-FM aired 30 commercials with Jonathan Biven, Kentucky State Police public affairs outlining the agencies plans to set up road blocks in trying to deter drinking and driving. The commercials aired from December 27th through December 31st. The Associated Press reported that there were No traffic fatalities in Kentucky over the entire New Years reporting period! It is the hope that such local radio initiatives had some bearing on that amazing feat!


Henry G. Royse, II
WCLU AM/FM
1/9/2013

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